



**National Park Service**  
**U.S. Department of the Interior**

Jewel Cave  
National Monument

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## **Jewel Cave National Monument News Release**

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For Immediate Release

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### **Jewel Cave Earns 2012 TRIPADVISOR Certificate of Excellence**

**Honored as a Highly Rated Public Land Agency as Reviewed by Travelers  
on the World's Largest Travel Site**

**Custer, SD** – Jewel Cave National Monument announced today that it has received a TripAdvisor® Certificate of Excellence award. The accolade, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveler reviews through this online service. Approximately 10 percent of agencies and attractions listed on TripAdvisor receive this prestigious award.

To qualify for the Certificate of Excellence, agencies and attractions must maintain an overall rating of four or higher, out of a possible five, as reviewed by travelers. Additional criteria include the number of reviews received within the last twelve months.

Superintendent Larry Johnson states, “We are pleased to receive a TripAdvisor Certificate of Excellence. As a site within the National Park System, we strive to offer our visitors a memorable experience, and this honor is evidence that our hard work toward customer service is translating into positive traveler reviews.”

“Our organization is pleased to honor exceptional businesses for consistent excellence, as reviewed by travelers on the site,” said Christine Petersen, president of TripAdvisor for Business. “The Certificate of Excellence award gives highly rated establishments around the world the recognition they deserve. From exceptional accommodations in Beijing to remarkable restaurants in Boston, to amazing natural sites within the National Park Service, we want to applaud these various sites for offering travelers a great customer experience.”

Jewel Cave was the first cave set aside for protection as a national monument, by proclamation of President Theodore Roosevelt in 1908. Originally thought to be a small cave, subsequent discoveries revealed it to be an enormous labyrinth of passages. Volunteer cavers continue the exploration. Each year, they devote thousands of hours and map miles of new discoveries, with no end in sight. Today, over 160 miles of passages are known, and Jewel Cave ranks as the second longest cave in the world. Its richness of speleothems (cave formations), along with mysteries yet to be unraveled, truly makes this site unique within the National Park Service.

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#### **EXPERIENCE YOUR AMERICA**

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

Johnson further states, “One of the significant features of Jewel Cave is the idea that we do not know how far the cave stretches. This sense of the unknown causes many visitors to experience a feeling of wanderlust and adventure. In essence, the National Park Service is preserving and protecting one of the last frontiers in the world.” Guided tours are offered year round for interested visitors, with an extensive programming schedule during the summer months. During the academic year, on-site and off-site educational programs are available for schools within the Black Hills region.

TripAdvisor® is the world's largest travel site, enabling travelers to plan and experience the perfect vacation. This online service offers candid and unsolicited advice from real travelers and a wide variety of travel choices and planning features with links to various booking tools. As online resources continue to expand, an ever-increasing number of vacationers are planning their trips exclusively using digital tools.

TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors and over 60 million reviews and opinions. The sites operate in 30 countries around the world. Yet, even at the local level, this online resource tool offers visitors to the Black Hills a wide variety of comments and reviews on many tourism attractions, businesses, scenic byways, lodges, restaurants, and public land agencies.



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*About the National Park Service. More than 20,000 National Park Service employees care for America's 395 national parks and work with communities across the nation to help preserve local history and create close-to-home recreational opportunities. Learn more at [www.nps.gov](http://www.nps.gov).*

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